

Editor Writes Motion Picture Language to Hold His Readers

Magazine Philosopher Uses Film Similes in Discussing Political Economy.

CAN REACH MORE PEOPLE

Use of Photoplay Terms Gives Him Large Audience Who Understand Preachments.

"Now if the people could vote on a referendum, 'Is Mary Pickford the greatest movie actress, or is Marguerite Clark?' we should see some voting!"

This is the way the editor of one of the great monthly magazines starts out with an editorial as to why the people seemed to show a lack of interest in the Presidential primaries throughout the country during the pre-convention days.

In another editorial by the same editor occurs this sentence, discussing the question of why the girls in Minnesota prefer doctors to other men as husbands. We are reasonably certain that the editor is not a doctor, and that he is not a girl in Minnesota as a classmate.

These two little extracts probably wouldn't mean much to the readers of editorials who were searching for information about the things the editorials started out to discuss. But they mean a lot to the motion picture patron. He realizes that the editor of the magazine is a member of his lodge, and he also understands the editor a lot better because he talks his language.

The "26,000,000 Club."

To others, those who are not motion picture patrons, the language of the editorials ought to carry conviction. The reason he uses motion picture similes and motion picture comparisons is because he is writing for the information of a majority of the people of the country and he knows that a majority of the people of the country know motion pictures. For those who don't, it might be a good idea to join the "26,000,000 Club," which is the name of the motion picture patrons who are running just about every motion picture in the country still ahead by just a film or two.

Open Booking or Programs.

The matter of the open booking of motion picture plays which has been more or less a question during the motion picture boom, is now a question of motion picture patrons, and threatens to be a paramount issue in the very near motion picture future.

The combination of producing companies known as the Paramount Company, which is the strongest organization in the motion picture business, is now putting out an average of high class feature pictures, and runs so close to the Paramount standard of excellence, choice between them more frequently resolves itself into the personal preference of the stars rather than the quality of the play, and this concern has made such success with open booking that it offers a very strong argument for its side of the question.

The entire question of course, is in the hands of the exhibitors. The Motion Picture News has recently made a careful inquiry in forty-seven cities as to the exhibitors' feeling about it. The result leans largely toward the open booking. Twenty-four of the forty-seven cities, a majority of one, favor the open booking, and one is noncommittal. The exhibitors of Washington have declared for the open booking, buying their films in the open market. Manager Spurrer, of the local branch of the V. L. S. E. (V. L. S. E. is the name of the exhibitors' association), has received a number of letters recently from exhibitors served by his exchange, commending the V. L. S. E. policy and asserting that he believes it to be the future policy of the whole motion picture industry.

Edna May as Red Cross Patron.

The Red Cross is the beneficiary of the exhibition of the first film play that has been produced with Edna May in the leading role. The play is called "Salvation Joan," and was produced by the Vitaphone Company a short time ago. It is being shown the first part of this week at the Strand Theater, and is being given attention because of the peculiar circumstances connected with its production.

Edna May, who was probably the most talked of musical comedy star in the motion picture world, retired from the stage permanently when she married Oscar Lewisohn, a London broker and partner of Barney Bernato in South African diamond mines. Every effort has been made to come back even for charity has proved unavailing.

The war drove her to this country for a visit, and while here she was approached by J. Stuart Blackton, of the Vitaphone Company, with an offer to go into motion pictures. Mrs. Lewisohn is much interested in Red Cross work. The contract was signed and the picture was made.

G. M.

"Cock of the Rock," Rare Bird, Brought From South

NEW YORK, June 5.—A rare bird, known as "Cock of the Rock," and said to be the only live specimen ever brought to this country, arrived here yesterday on the steamer Guiana.

It was captured by Prof. C. W. Beebe in Demerara for the American Museum of Natural History. It eats chocolate and bananas, and is worth several hundred dollars.



EDNA MAY, Former musical comedy star who has returned to dramatic work in photoplay, "Salvation Joan," to be seen at the Strand today, for which she received \$100,000, which she gave to the Red Cross for war relief.

Uncle Harry Explains U. S. Note to the Allies

UNCLE HARRY tossed his hat on the settee and made himself comfortable in the wicker rocker. Mother and father had taken their accustomed seats and the boys sat at their feet on the steps, where they could see Venus shining so brilliantly in the west.

"I suppose you saw, boys," began Uncle Harry, "that the United States has protested to Great Britain and France about the interference with our mails on the high seas."

"Yes," said Jimmy, "we intended to ask you about it. Joe and I read the note today just as Mr. Lansing signed it. It spoke of the lawless seizure of mail matter. What does that mean? If it is not lawful to do things, why do the nations do them?"

"It's hard to say, Jimmy," answered Uncle Harry. "Sometimes men disobey the laws because they don't understand them. They require nations at war to behave the same as men, except that the laws they obey are international laws. It's safe to assume that England and France seem to us to be disregarding the laws about mail seizures only because they don't interpret them just as the United States does."

"Did this note of ours go to both England and France?" asked Jimmy. "It's hard to say, Jimmy," answered Uncle Harry. "I'll do my best. You see, the international laws prepared at The Hague require nations at war to interfere as little as possible with the mails of neutral countries."

"England and France have apparently felt that articles sent through the mails, by parcel post or otherwise, are to be treated just as any cargoes are; that is, they may be taken into port, examined, and held a long time, without any particular care being taken to

send them on to their destinations promptly. "And don't we think that packages sent by parcel post should be delayed this way?"

"Indeed we do not," said Uncle Harry, emphatically. "The Hague convention, referring to this matter, clearly states that mail matter is inviolable and that after it is examined to make sure it does not contain contraband or articles of enemy ownership, it must be sent on immediately to the countries for which it is intended."

"Then England and France really have been delaying our mails, haven't they?" inquired mother. "Apparently so," answered Uncle Harry. "Secretary Lansing's note refers to numerous cases of British and French vessels to call at British and French ports. There the mails have been opened and examined and

sometimes held for months—quite disregarding the law requiring the warring nations to dispatch such mail at once to its destination.

"Then again great annoyance has been caused American merchants and business men through the loss of valuable papers, such as copyrights, patents, powers-of-attorney."

"What's a power-of-attorney?" asked Joe. "A power-of-attorney is a paper signed by one man, which authorizes another man to act for him in a business matter."

"Well, Harry," said father, "what do you think will result from this communication?"

"It's hard to say, James," said Uncle Harry. "Mr. Lansing's note concludes with a solemn warning that only a marked change of policy in this matter on the part of England and France will satisfy our rights as a neutral nation be respected and these rights, of course, include the prompt transmission of our mails. Without doubt, a satisfactory arrangement will be made between this country and the allied powers."

Uncle Harry rose to go. "If you boys are downtown tomorrow," said he, "stop at my office. I am receiving a large number of letters from boys and girls all over the country, many asking to be remembered to you. You will be interested in reading them."

"Do you answer them all?" asked Joe. "Yes, indeed," replied Uncle Harry. "They are all friends of mine. My hobby is boys and girls and I find lots of real happiness in answering their letters."

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STOCK FAVORITE TO STAR IN PHOTOPLAY

This Week's Film Programs Present Infinite Variety of Entertainment.

Money is the basis of "The Evil Thereof," according to the lessons which Channing Pollock and Renold Wolf have written into the photoplay of this title which heads the week's program at Loew's Columbia Theater this week. The play is rather an unusual production for the famous players to foster and a radical departure from the usual form of this company's output.

The authors have put forward a very frank statement of the thoughtless evil that might be accomplished by a person who has nothing to do but spend money, by reciting the history of three one hundred dollar bills which appear as souvenirs at a gay supper given by a millionaire in honor of a manœuvre.

From the manner in which the picture is presented there are evidences that the management of Loew's Columbia have cut considerable portions of the film in preparing it for presentation, in addition to the main feature a Sidney Drew-Metro comedy is shown, together with a series of British Holme travel pictures of the Philippines and a Brady cartoon.

Thursday, Friday, and Saturday Edna Goodrich will be presented by the Morosco Company in "The Making of a Magdalene."

Crandall's. With Paul McAllister, formerly leading man of the Poli Players, in an important role, "His Brother's Wife," the World Film production, which heads the program at Crandall's today, promises to be especially pleasing local photoplay patrons.

Ethel Clayton and Carlyle Blackwell also appear to advantage in the piece, which recites a story of the sacrifice of a woman to save her husband's good name. "His Brother's Wife" will be repeated tomorrow.

Friday and Saturday, Miss Pearson has made a special effort in a play which is typical of the value of real friendships, as opposed to social acquaintances made during the course of a season. "The Love of a Fool" is a story which deals almost wholly with the question of fair-weather friendships and the danger of putting too much confidence in a friend.

The newest Universal picture play in which J. Warren Kerrigan is the star, "The Love of a Fool," is being shown at the Strand today. Mr. Kerrigan has a part which has been seen recently, and in which his admirers have liked him particularly.

Casino. The photoplay fair to establish Washington as a city with people enough to make profitable more than a week's engagement of an amusement enterprise, if the interest shown in the beginning of the second week of "Where Are My Children?" at the Casino means anything.

With "Where Are My Children?" doing six solid weeks of good business here and several other picture productions making runs of from two to three weeks, managers of other amusement enterprises might take it into their heads to try out the National Capital for a longer time than a week's stand.

The opening of "Where Are My Children?" for its second week yesterday was even more successful than the beginning of the first week had been. The problem play, which was viewed with skepticism by a majority of the public when it was first announced, has made a very strong appeal, and the audiences that see it have shown a tendency to increase in size throughout the engagement.

Lola Weber and Phillips Smalley, who are the stars of "Where Are My Children?" are responsible for the production. Tyrone Power has the important role of the district attorney, and Marie Walcamp appears as the wife.

Leader.

The return of the Paramount program to the Leader is emphasized this week by the introduction of three of Paramount's most important stars—Mary Pickford, Dustin Farnum and Pauline Frederick—in the week's bill.

Mary Pickford begins the week's program today in "The Eternal Grind," a comedy which is a story of a man who is employed in a shirt waist factory, the hard grinding work of which has a different effect on each. Miss Pickford has the part of the manager's daughter. The play will be repeated tomorrow.

Dustin Farnum will be presented Wednesday in "The Virginian," an adaptation to the screen of David Garrison's photoplay in this Barrymore. The play is a story of the life of the famous cowboy and the settings and costumes are beyond anything the Morosco company, which produced it, has yet attempted. Mr. Farnum has a congenial role which he presents with skill.

Friday and Saturday Pauline Frederick will be seen in the film adaptation of Israel Zangwill's story, "The Moment Before." Thomas Holding and Frank Lossee appear in the supporting cast.

Savoy. Making a musical comedy that was cut to fit a certain personality into a motion picture play without any such personality to fit, is the task which the producers of "The Red Widow" faced by the boys and girls and I find lots of real happiness in answering their letters.

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the film, as he was in the stage production. Mabel Taliaferro will be seen tomorrow in the Metro production of "The Snow Bird." Wednesday Mary Pickford is to be the star in "The Eternal Grind," produced by the Famous Players and Thursday Robert Warwick will be presented in "Sudden Riches," by the World Film Corporation.

Friday the week's comedy feature will be presented in the introduction of Charlie Chaplin and a Mutual star to Mutual Pleasant picture patrons in "The Floor Walker." The program closes Saturday with Marie Dore in "The Heart of Nora Flynn," Lasky drama, written by Hector Turnbull.

Apollon. Five out of the six stars of the picture play program at the Apollo this week are women. Virginia Pearson starts the program today with the V. L. S. E. Vitaphone production of "The Heart of Nora Flynn," the veteran actor, is the director and leading man of this production. Tomorrow the program will be presented by the World Film Corporation in "Her Maternal Right," the story of the manner in which an actress is made to make a return to an innocent girl she had wronged. Blanche Sweet is Wednesday's star in "The Heart of Nora Flynn." Thursday Lenore Ulric will be presented in "The Heart of Nora Flynn." This piece is regarded as especially timely because it deals with modern conditions in Mexico. Paula is a Mexican girl who meets and loves an American man.

Friday Emily Polini will be seen in "The Little Church Around the Corner," which is the first appearance of Polini as a picture star. The week's program closes with its only male star, Harold Lockwood, supported by a series of British Holme travel pictures of the Philippines and a Brady cartoon.

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GOOD BILL IS GIVEN AT WALKER BENEFIT

Many Take Part in Performance at Poli's for Stage Hand Injured by Falling Scenery.

Some two thousand people who went to the Poli Theater last night to contribute to a benefit for a crippled stage hand came away after a three-hour performance with the feeling of having been the real beneficiaries of one of the best entertainments that has been given in Washington for many months.

The principal feature of the long bill, presented under the direction of A. H. Van Buren, who organized the fair, was the production of David Belasco's "Madame Butterfly," with Dorothy Bernard in the principal role. Miss Bernard is more familiar to picture play audiences nowadays than those in the regular theater.

Miss Bernard's performance was a complete sensation. "Madame Butterfly" for those who have long cherished an affection for the Japanese idyl. The pathos and real humanity of the story were made so real, and with such delicate finesse, that the curtain fell on an audience that sat in silent wonderment for a moment before bursting into applause that became an ovation.

Miss Bernard's support included A. H. Van Buren, Howard Lang, Mabel Kip, Helen Tress, and Brad Cook. Tomorrow the chief feature will be Cleo Hildgey and Wallace Reid, in the Laasy photoplay, "The Golden Chance." This play is one of the new type of pictures the Laasy Company is producing under the direction of the DeMille Brothers, and is one of the best evidences of the improvement in all the elements of picture play.

Mabel Taliaferro will be seen Wednesday in the Metro drama, "The Snow Bird." Thursday William Farnum will be the star in his newest Fox film production, "The Battle of Hearts." The play tells of the love affairs and the life of a sea captain's people, and many of the scenes were made at sea.

Friday Sidney Dawn will be presented in the famous "Players" production, "The Love of a Fool," one of her best known performances in film drama. Saturday the week's bill will be brought to a close with the production of "The Heart of Nora Flynn," a story of the effect of sudden wealth on a family that had always been poverty stricken.

Colored Cadets Drill At Ball Park Today

Seven companies of cadets from the colored high schools will compete this afternoon at the American League baseball park. This will mark the twenty-fourth annual competitive drill of the separate battalion.

Major J. C. Castner, adjutant general of the National Guard, District of Columbia, will review the cadets. The review will precede the competition, instead of following it, as heretofore. Major William Lewis, of Armstrong School, will command the troops in the review.

Judges of the drill will be from the separate battalions. District National Guardsmen are Capt. C. H. Davis, Lieut. R. A. Jackson, and Lieut. N. R. Brown. In charge of arrangements is Lieut. R. A. Jackson, Superintendent for Colored Schools. Col. Arthur Brooks is military instructor for the colored schools.

The companies to drill are A. B. and G. of M Street School; C. D. and F. of Armstrong; and E. of Phelps Business.

Rehabites Distribute "Moral Suasion" Buttons

At Ebenezer M. E. Church yesterday, a meeting held under auspices of the Independent Order of the Rechabites, 20 persons received "I Will Not" buttons, and "I Will Not Drink Intoxicating Liquors as a Beverage" buttons, and cards were distributed by the Rev. W. H. Dean, pastor of the church.

Addresses were made by Robert Edwards and John R. Mahoney. The organization of a league of "Moral Suasion" to work under the Blue Button movement of the Rechabites was completed.

Colored Man Shot Twice, Expected to Recover

Frank West, colored, thirty-three, of 2127 L street northwest, is at the Emergency Hospital suffering from two bullet wounds which were received during an altercation with a white man on L street northwest, yesterday afternoon. The physicians at the hospital say the patient will recover.

Excursions

VACATION TRIPS

Old Point Comfort

Virginia Beach

Ocean View

New York and Boston

By Sea

See Mr. White at 731 15th St. N. W., Woodward Bldg.

Norfolk & Washington Steamboat Co.

VACATION TRIPS

"BY SEA"

BALTIMORE TO SAVANNAH-JACKSONVILLE

DELIGHTFUL SAIL

Fine Steamers, Low Fares, Best Service

Plan your vacation to include

"The Finest Coastwise Trips in the World"

Tour Book Free on Request

Merchants & Miners Trans. Co., W. P. Turner, G. P. A., Balt. Md. Consult E. & O. F. R. R. or N. & W. E. B. Co. agent.

STR. ST. JOHNS

Exclusive Charters Tonight

and Tomorrow, Regular Dancing Trips Resumed

Wednesday 7 p. m.

Officers Are Installed By Hebrew Home Club

Addresses by the Rev. Abram Simon, Harry O. Sandberg, L. J. Meyerowitz, and others marked the installation of officers of the Social Club of the Hebrew Home for the Aged, at the Moose Club yesterday.

The officers are: Samuel F. Giallum, president; Samuel Miller, vice president; Miss V. Krupaw, secretary; Abe Goldberg, treasurer; Miss Sadie Krupaw, financial secretary, and M. Stineberg, sergeant-at-arms.

The program also included piano and vocal solos by Miss Kate Spectre, Dr. L. Leibson, Miss Sadie Krupaw and Miss Gertrude Prender, F. Lazarus played several mandolin selections.

Cosmopolitan Baptist Fair to Be Continued

The fair being conducted at Cosmopolitan Baptist Church, which opened May 29, will be continued until July 4. There is a spirited contest by the young women of the church for the gifts donated by Mrs. Wilson, wife of the President; Mrs. Whitman, wife of the governor of New York; and Mrs. Loring, wife of the Secretary of State.

Miss Mary I. D. Drew, of New York, niece of the Rev. Simon P. W. Drew, pastor of the church, is at present in the lead in the contest.

RESORTS

Wild Wood, N. J.

RENT A COTTAGE NOW FOR THE SUMMER. Finest bathing, fishing, crabbing and boating. 2. WHITESELL, City Clerk, Wildwood, N. J.

Frederick, Md.

ATRIADALE—Along electric line bet. Fred. and Rockville. Blue Ridge Summit, with mod. conv. Misses Thomas, H. D. S. Frederick.

Thurmont, Md.

BELVIDERE INN At the foot of Catocin Mt. For people of refinement. All mod. conveniences. Rates reasonable. The Misses White.

Emmitsburg, Md.

HOTEL SLAGLE CONVENIENCES On the crest of the Blue Ridge. Spec. rates for summer boarders. Garage, Write, booklet.

Blue Ridge Summit, Pa.

THE LUXLEIGH Good View, Near Station. Mrs. J. B. Rowland, Blue Ridge Summit.

Monterey Inn—Now open, convenient to golf links. MRS. EDWARD T. NORRIS.

Rosemont Terrace Beautiful location, delightful rooms, all conveniences. Mrs. S. E. Horne.

Pen Mar.

Washington Cliff House The highest in the Blue Ridge; best drinking water, near Van Mar. Park.

Mr. Vernon Hotel Running water in every room; electricity; boardwalk to park. Mrs. E. R. Saylor.

Grand View Hotel Grand view of valley below; shade; porch; screened; exc. table. Mrs. L. N. Price.

Betterton, Md.

MARYLAND Overlooking Bay. Near cottage to beach. Home grown vegetables. C. F. JESSE.

HOME COTTAGE Nearest Beach. Shade lawn; high elev. Mrs. M. Greenwood.

THE BETTERTON Beautiful view of Chesapeake Bay; greatly enlarged; cap. 125; head vegetable garden; exc. table. Booklet. J. T. Crew.

BAY SIDE INN Highest elevation; view; shade lawn; wide veranda; garage. L. HARRIS CREWE.

HOTEL CHESAPEAKE New management. Only hotel on beach; home grown vegetables; open June 1st. Booklet.

THE RIGBIE Send for booklet. HOWARD TURNER, Prop.

Rehoboth Beach, Del.

HOTEL HENLOPEN REHOBOTH Beach, Del. Open to October season 1916. Booklet. Walter Burton, Owner & Proprietor.

North Carolina.

To Western North Carolina for your summer vacation. Southern Ry. 706 15th st. n.w.

W

World Pictures

E

Brady

Made

The Photoplay of a new day—offering the highest achievement of the foremost stars of the stage and screen. Exhibitors can book these pictures at World Film Corp., 1004 E. St. N. W.

Clara Kimball Young, Ethel Clayton, Alice Brady, Robert Warwick, Frances Peters, Carole Blackwell, Ethel Clayton, Holbrook Blinn, Gail Kane, Frances Nelson, Muriel Outrice, Clara Wallace, Mollie King, Arthur Ashley, Doris Kenyon.

SEE THEM AT THESE THEATERS:

CRANDALL'S THEATER, Ninth and E Sts. Today and Tuesday—CARLYLE BLACKWELL and ETHEL CLAYTON in "His Brother's Wife."

CRANDALL'S SAVOY, 14th St. and Columbia Road. Thursday—ROBERT WARWICK, GERDA HOLMES, and CLARA WHIPPLE in "Sudden Riches."